



**Department of
Education**

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July 13, 2009

Dear Exhibitor,

The Office of Library Services is pleased to announce that our 20th annual Fall Professional Development Conference for School Library Personnel will be held on November 3, 2009, from 8 a.m. to 3 p.m. Again this year, all secondary and elementary level librarians are invited to attend on the same day. This means that vendors will have unprecedented access to approximately 900 New York City school library media specialists. This is the one time during the year that you will have an opportunity to present to NYC school librarians hands-on access to your materials. Our conference will be held at the Brooklyn Technical High School, 29 Ft. Greene Place, Brooklyn, NY 11217.

The theme of the conference is *Growing Lifelong Learners: Building College and Career Readiness (PK-12)*. The goals of this conference include:

- Supporting librarians in their strategic efforts to improve their library programs.
- Providing librarians with the tools they need to support and extend inquiry and independent learning through the library program.
- Providing access to the latest library resources to assist in collection development.
- Building the expertise of librarians to become leaders in the integration of resources and technology into instruction.
- Providing school library personnel with professional development and access to resources to support current performance standards in the content areas.
- Strengthening the relationship among school libraries, public libraries and the school community.

You are invited to exhibit appropriate school library educational materials and demonstrate new hardware, software, and online products for inclusion in our school library media center programs. Each conference participant will receive an Exhibitors Directory. We encourage our participants to use this directory throughout the academic year.

Please note the following information:

**Support the Library Services Fall Conference
at the GOLD SPONSORSHIP level of \$5,000**

Gold sponsors will:

- Be allotted up to three tables;
- Receive a one-hour workshop timeslot during the concurrent workshop sessions (in addition to the opportunity to offer a *Brown Bag* lunch session);
- Receive prime placement of vendor booth;
- Receive a half-page display advertisement in the Library Services Fall Conference Program and the Conference Vendor Directory.

- We have set the cost for regular participation at \$750 per table.
- If you register by the early bird date of **August 15, 2009**, you will receive an early bird discount of \$100.
- We are not providing wireless access this year. **If you will need Internet access, you will have to provide your own laptop and your own wireless network card.** (We will, however, provide an electrical outlet for those who request it.)
- The tables will be unskirted and 6 ft. X 30 inches.
- During the conference there will be scheduled uninterrupted vendor time. In addition, we invite vendors to reserve a room for a "brown-bag" lunchtime presentation. This affords the opportunity to present products in depth to up to 30 people for 30-45 minutes. Participants can pick up their lunches in the cafeteria area and take them to the vendor presentation.
- We encourage you to offer door prizes and giveaways to the participants at your vendor table.
- If you are a publisher and want to invite some of your authors to sit at your table and sign books, we will have an on-site independent bookseller. If you give us a list of titles in advance, we will make sure they are stocked.

Note: If you have any questions or concerns about NYC DOE contracts and purchasing, feel free to contact Melissa Jacobs-Israel at mjacobs7@schools.nyc.gov.

If you are interested in exhibiting, please complete and return the attached response form only. We have limited space; therefore, we urge taking advantage of the early bird registration of August 15.

The following information is pertinent to the actual conference day:

- Exhibitors should arrive between 7:00 and 7:30 A.M. on 11/03 to set up materials. Registration and vendor time for participants begin at 8:00. The

conference is over at 3:00.

- Entrance to the school is through the Center East (mid-block on South Elliot) entrance. An elevator will be available. Vendors needing a ramp should use the SE (further up the block toward Fulton Street) entrance. Provisions will be made for entry at these locations. The vendor display area and vendor registration is on the 7th floor in the cafeteria next to the registration area. You will need to drop off your materials and then park your car. We will have personnel available to watch your materials while you do this.
- Paid public parking is available. Use the link below for a MapQuest list of near-by facilities and a map of the area:
http://www.mapquest.com/mq/10-d*b0kT1eSOsO91Jji4wF
(Also note that alternate-side-of-the-street rules will be cancelled on November 3, Election Day.)
- Please indicate any special needs that you may have.
- Absolutely no deliveries will be accepted by the facility or its staff at any time.

As previously noted, if you wish to participate, please detach and return only the Exhibitors Response Form and your check made payable to the New York City Department of Education - NYCSLS by **September 15, 2009**. Please indicate "Attn.: Conference 2009" on the bottom left-hand corner of both the check and the envelope.

Please feel free to call Judith Schaffner at (212) 374-6843 or e-mail inquiries to jschaff3@schools.nyc.gov for additional information. We look forward to your participation. Please take time to visit our web site (<http://schools.nyc.gov/academics/libraryservices>) prior to attending this conference. We have also set up a conference wiki (<http://09libraryservicesfallconference.wikispaces.com/>) and as the date gets closer, we will be adding more information.

We look forward to working with you.

Sincerely,



Barbara Stripling, Director
NYC School Library Services

Office of Library Services

EXHIBITORS RESPONSE FORM Fall 2009

(Please type or print clearly for listing in Exhibitors Directory)

Name of Company _____

Name of Representative 1 _____ Telephone # _____

2 _____ Telephone # _____

Toll Free # _____ Fax # _____

E-Mail Address _____ Web Site Address _____

Company Address _____

_____ Zip Code _____

DOE Contract # _____ Expiration Date _____

DOE Vendor # _____

NYS Contract # _____ Expiration Date _____

NYS Vendor # _____

_____ I/We wish to participate as an Exhibitor at the Fall 2009 Professional Development Conference on Tuesday, November 3, 2009. We have enclosed our company's check payable to the New York City Department of Education - NYCSLS. Indicate "Attn.: Conference 2009" on the bottom left-hand corner of both the check and the envelope. Please fill in information below and indicate total amount enclosed.

A - Gold Sponsor: @ \$5,000

Total Cost: _____

(Please have your display add sent to bjackson2@schools.nyc.gov in jpg format by October 1, 2009.)

_____ Number of tables

_____ Yes, we would like to do an hour-long workshop.

B - Early Bird Registration (**Received by August 15**) @ \$650 per table (# Tables _____)

Total Cost: _____

C - Regular registration (**Received by September 15**) @ \$750 per table (# Tables _____)

Total Cost: _____

If you need access to an electrical outlet, please indicate here:

_____ Yes, we would like access to an outlet. We will bring duct tape, 20 foot extension cords, and a surge protector. We will provide our own laptop computer and our own wireless network card for connection to the Internet.

Office of Library Services

If you would like to reserve a room for a "brown-bag" lunchtime presentation, please indicate below:

_____ Yes, we would like to reserve a space for a lunchtime presentation.

_____ We will pre-register participants at our table in the morning.

_____ We are not able to participate in the Fall 2009 conference but would like to remain on the mailing list for future conferences.

Return **only Exhibitors Response Form** with your check enclosed to the attention of:

**Ms. Barbara A. Jackson
New York City Department of Education
Office of Library Services
52 Chambers Street, Room 208
New York, NY 10007
ATTN: Conference 2009**